

Historic, Archive Document

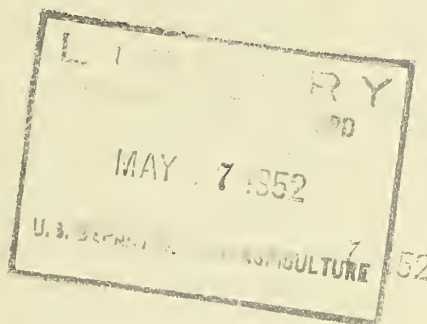
Do not assume content reflects current scientific knowledge, policies, or practices.

2

CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS

IN

DECEMBER 1951



United States Department of Agriculture
Bureau of Agricultural Economics
and
Fruit and Vegetable Branch
Production and Marketing Administration

Washington, D. C.
January 1952

Agriculture--Washington

FOREWORD

This report presents data on consumer purchases during December 1951 of fresh citrus fruits, canned juices, frozen concentrated juices, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Research and Marketing Act of 1946.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Industrial Surveys Company, Inc., under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS
DECEMBER 1951

The data in this report represent purchases of specified fruits and juices by household consumers only. They do not include purchases by restaurants, hotels, hospitals, or other institutional outlets. It should be noted also that data on household purchases for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

SUMMARY

During December 1951, householders purchased the equivalent of 6,211,000 boxes of oranges in the form of canned single strength orange juice, frozen concentrated orange juice, and fresh oranges. This represented an increase of about 6 percent over December a year ago and 8 percent over November. The increase compared to December 1950 was the result of a sharp increase in purchases of frozen concentrated orange juice, which more than offset the decline of 8 percent in fresh orange purchases, while canned single strength juice purchases were about the same. Average prices consumers paid for canned and frozen orange juices were down about 12 percent from December last year; prices paid for California-Arizona oranges were slightly higher, while those for Florida oranges were down 9 percent.

Household purchases of fresh grapefruit, frozen concentrated, and canned single strength grapefruit juices during December 1951 amounted to the equivalent of 2,444,000 boxes of fresh fruit, a decline of 7 percent, compared with December 1950. The decline occurred in the volume of juice purchases, since fresh grapefruit purchases were at about the same level as a year ago. Consumers paid substantially lower prices for canned grapefruit juice and slightly higher prices for fresh grapefruit than in December 1950.

Householders purchased the equivalent of 279,000 boxes of lemons in the form of canned and frozen lemon juices, frozen and shelf pack lemonade bases, and fresh lemons in December, an increase of 9,000 boxes compared with November. Purchases of fresh lemons, amounting to 209,000 boxes, accounted for almost all of the increase, while purchases of lemonade bases declined. Prices of canned lemon juice and fresh lemons were almost unchanged from November.

Household purchases of tangerines amounted to 1,132,000 boxes in December, about one-fifth more than in any other month since this series began in October 1949.

Consumers bought 1,572,000 cases of tomato juice in December, somewhat more than in November. Householders purchased 1,362,000 cases of pineapple juice in December, the second largest volume in any month of this series. Prune juice purchases by householders amounted to 357,000 cases in December, almost unchanged from November.

In December, householders bought 6,407 tons of dates, 68 percent more than in November but only slightly larger than in December 1950. Dates identified as domestic accounted for 3,041 tons of the total, and those identified as imported, 2,069 tons. Consumers paid an average price of 30.6 cents per pound for domestic dates and 45.7 cents for imported dates, each averaging about 1 cent less than in December a year ago.

Household purchases of dried prunes, apricots, and peaches in December 1951 were somewhat above those of a year ago but were down from the November levels. Dried prune purchases totaled 4,793 tons, 6 percent larger than in December 1950. The average price paid by consumers averaged 25.4 cents per pound, slightly less than in November or in December a year ago.

FROZEN JUICES AND ADE BASES

Householders bought 2,619,000 gallons of frozen concentrated orange juice during December 1951, about the same as in each of the two preceding months (fig. 4). The record volume of purchases during these months was accompanied by a gradual decline in prices paid by consumers. The average paid in December was 19.1 cents per 6-ounce can, compared with 21.3 cents last August, when the current downturn in prices began. December purchases were 60 percent above those of December 1950, and the total for the period October-December 1951 was almost 50 percent larger than in the same period a year earlier.

Two diverse market movements have occurred during the past 3 months. The percentage of families buying frozen concentrated orange juice has declined from 22.1 percent in October to 20.7 percent in December. On the other hand, the average size of purchases by buying families increased from about two and one-third of the 6-ounce cans per purchase in October to slightly more than two and one-half cans in December, the highest monthly average yet reported (table 6). As a consequence of this upturn in the average size of individual purchases, the total volume bought has remained about the same during this period, in spite of the decline in percentage of families buying.

Frozen concentrated grape juice purchases by households totaled 121,000 gallons in December 1951, a small increase over the two previous months but about 73 percent more than in December 1950 (table 1). Prices paid by consumers averaged 23.3 cents per 6-ounce can, considerably below the average of 26.6 cents paid in December 1950.

December 1951 household purchases of frozen lemonade base amounted to 72,000 gallons, a decline of approximately 32 percent from the level of the previous month and about half of the volume reported in October (table 1). The average price paid by consumers--14.3 cents per 6-ounce can--was about the same as in November.

CANNED JUICES

About one-half of all families in the United States purchased at least 1 canned single strength juice during December 1951. These purchases totaled 7,037,000 cases (equivalent No. 2 cans), 6 percent less than the volume purchased in November but 13 percent more than in December 1950 (table 2). Purchases of canned orange, lemon, and tomato juices increased in December, compared with November, while purchases of all other canned juices declined. Purchases of each canned single strength juice, except grapefruit and orange-grapefruit blended juices, were larger in December 1951 than in the preceding December.

Householders purchased 1,377,000 cases (equivalent No. 2 cans) of canned single strength orange juice in December, slightly more than in November and 8 percent more than in December 1950. Nearly 14 percent of all families purchased canned single strength orange juice in December at an

average price of 28.2 cents per 46-ounce can, about the same as in November. For the first 3 months of the current season (October-December 1951) household purchases of canned single strength orange juice exceeded those of the corresponding period last season by about 13 percent (fig. 5). Average prices paid by householders for canned orange juice during this season to date were substantially below those paid in the corresponding months of last season.

Consumers bought 868,000 cases (equivalent No. 2 cans) of canned single strength grapefruit juice in December, 13 percent less than in November and 9 percent less than in December a year ago (fig. 5). Householders paid an average of 23.8 cents per 46-ounce can for grapefruit juice in December, almost the same as in November but substantially below the average of 28.5 cents paid in December 1950. Household purchases of canned grapefruit juice in the first 3 months of the current season were slightly smaller than in October-December 1950.

Household purchases of canned orange-grapefruit blended juice amounted to 448,000 (equivalent No. 2 cans) in December, somewhat less than in November and in December 1950 (fig. 5). The average price paid by householders in December was 25.8 cents per 46-ounce can, slightly less than in November but substantially less than in December a year ago.

Householders purchased 1,572,000 cases (equivalent No. 2 cans) of canned tomato juice in December, somewhat more than in November or in December a year ago. This was the largest volume of any of the canned single strength juices purchased by householders in December (table 2). Consumers paid an average price of 28.2 cents per 46-ounce can in December, the same as for orange juice, but slightly more than in November or in December a year ago. Nearly 19 percent of all families purchased canned tomato juice in December, 1 percent more than in November or in December 1950.

Household purchases of canned pineapple juice amounted to 1,362,000 cases (equivalent No. 2 cans). This was 19 percent below the record of 1,675,000 cases purchased in November, but is the second largest volume of pineapple juice purchased in any month since this series began in October 1949 (table 2). Householders paid an average of 29.1 cents per 46-ounce can for pineapple juice in December, slightly more than in November but the second lowest average paid in any month of this series.

Consumer purchases of canned single strength lemon juice in December were equivalent to 45,000 cases of No. 2 cans, compared with 43,000 cases in November, and were 29 percent larger than those of December 1950 (table 2). Householders paid an average of 10.1 cents per 6-ounce can for lemon juice in December, almost the same as in November but substantially below the 12.2 cent average in December a year ago.

Householders purchased 357,000 cases (equivalent No. 2 cans) of prune juice in December, almost the same as in November but slightly more than in December 1950 (fig. 9). The average price paid was 32.5 cents per 32-ounce bottle, unchanged from November and practically the same as in December a year ago. Nearly 6 percent of all families purchased prune juice in December.

FRESH CITRUS FRUITS

Householders purchased 3,127,000 boxes of fresh oranges in December 1951, 16 percent more than in November but 8 percent less than in December a year ago (fig. 1). Almost 56 percent of all families purchased fresh oranges in December, about the same percentage as in December 1950. Household purchases of Florida oranges amounted to 1,468,000 boxes in December, half again as much as in November, but 10 percent less than in December 1950. California-Arizona fresh orange purchases by householders amounted to 1,116,000 boxes in December, almost the same as in November, but nearly one-fifth more than in December a year ago (fig. 6). Consumers paid higher average prices for oranges in December than in November--51 cents per dozen for California-Arizona oranges and 35 cents for Florida oranges, compared with 45 cents and 33 cents, respectively, in November. Compared with December a year ago, householders paid an average of about 2 cents per dozen more for California-Arizona oranges but about 4 cents per dozen less for Florida oranges.

Household purchases of fresh grapefruit amounted to 1,453,000 boxes in December, about the same as in December a year ago but 23 percent more than in November (fig. 7). Consumers paid an average of 92 cents a dozen for fresh grapefruit in December, slightly less than in November but about 4 cents more than in December 1950. About 28 percent of all families purchased fresh grapefruit in December, compared with 26 percent in November and 30 percent in December a year ago (table 3).

Householders purchased 1,132,000 boxes of tangerines in December, a record for any month since this series began in October 1949 (table 3). This volume exceeded that of December a year ago, the previous record, by more than one-fifth. About 23 percent of all families purchased tangerines in December, the largest proportion in any month of this series. The average price paid by consumers for tangerines in December was 33 cents per dozen, substantially less than the November average of 45 cents and 4 cents per dozen less than that of December 1950.

Consumers bought 209,000 boxes of fresh lemons in December, 9 percent more than in November and almost the same quantity as in December a year ago (table 3). Almost one-fifth of all families purchased fresh lemons in December, paying an average of about 47 cents a dozen, the same as in November but about 4 cents per dozen more than in December 1950.

DRIED FRUITS

Householders bought 6,407 tons of dates during December 1951, about 68 percent more than in the preceding month but only slightly above purchases in December 1950 (table 4). Dates identified as domestic accounted for 3,041 tons of the total, while 2,069 tons were identified as imported. The remaining 1,297 tons were not identified as to origin. Although total purchases increased about 3 percent over December 1950, prices paid by consumers averaged about 1 cent less at 34.6 cents per pound. Prices paid for

domestic dates averaged 30.6 cents per pound and those for imported dates averaged 45.7 cents per pound, each down about 1 cent from the levels of December a year ago (fig. 10).

The proportion of families that bought domestic dates in December 1951 was unchanged from the corresponding month of 1950--7.5 percent (table 4). However, only 10.9 percent of the families bought imported dates, slightly below the 11.3 percent that purchased in December 1950. The average size of domestic date purchases by consumers was slightly larger during October-December than in the same period of 1950, while the average size of imported date purchases remained about the same.

For the months of largest household purchases of dates, October-December, purchases were 11 percent greater than during the corresponding months of 1950. Imported date purchases, however, increased by only 7 percent.

Household purchases of dried prunes, apricots, and peaches in December 1951 declined from the previous month but were somewhat above those of the corresponding month of 1950 (table 4). With the exception of dried prunes, average prices paid by householders for each of these dried fruits during December were somewhat higher than a year ago.

Dried prune purchases by householders totaled 4,793 tons in December 1951, about 6 percent more than in the same month of 1950 but 8 percent less than in November (fig. 9). Consumers buying dried prunes during the month paid an average of 25.4 cents per pound, only slightly less than in the previous month or the same month last year. For each month since last May the percent of families buying dried prunes has been below that of the same month a year ago. In December 1951, however, the 12.2 percent of families buying was practically the same as in December 1950.

Household consumer reports for December indicated 561 tons of dried apricots were purchased during the month at an average price of 62.5 cents per pound (table 4). This represented an increase of 4 percent over purchases during December 1950 but was a decline of 10 percent from the level in November. The decline from November was accompanied by an increase of 4 cents per pound in the average price paid. The December 1951 average price was 5 cents above that of the same month a year ago. There was no decline in the percentage of families buying dried apricots, compared with November, but the average size and number of purchases per buying family were down.

Dried peach purchases by householders equaled 263 tons in December 1951, at an average price of 40.9 cents per pound (table 4). This represented a decline in both purchases and prices paid, compared with the preceding month. December 1951 purchases, however, were slightly larger than those of December 1950.

THE UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS
AND ARCHITECTURE

THE UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS
AND ARCHITECTURE
THE UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS
AND ARCHITECTURE

THE UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS
AND ARCHITECTURE

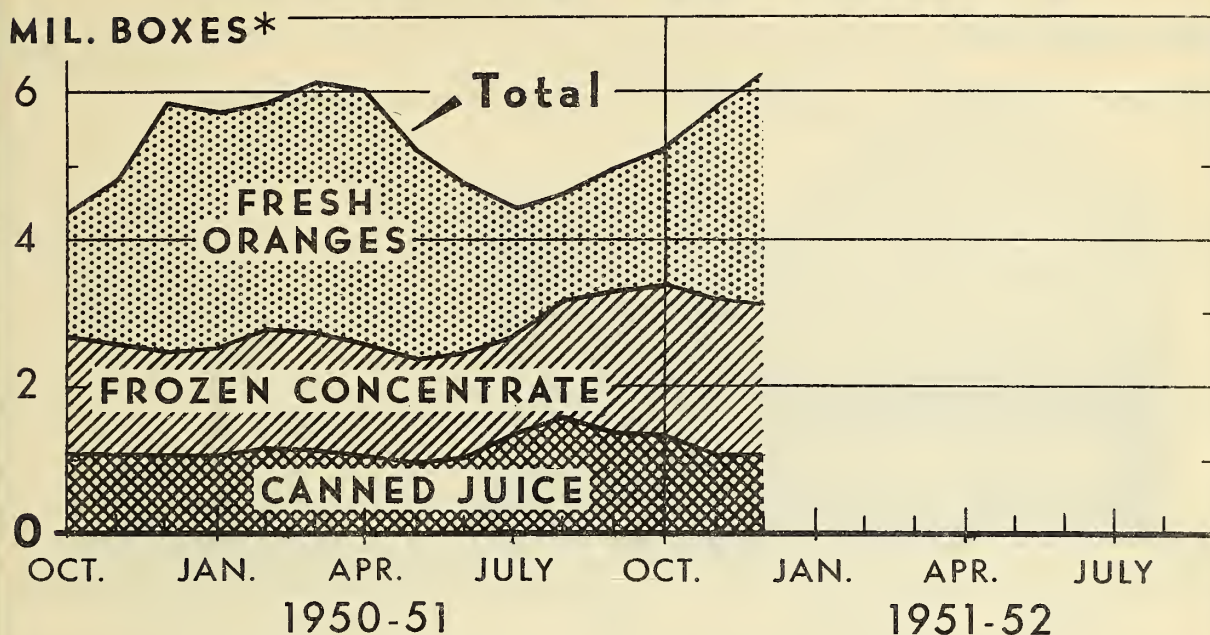
THE UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS
AND ARCHITECTURE
THE UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS
AND ARCHITECTURE

THE UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS
AND ARCHITECTURE
THE UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS
AND ARCHITECTURE

THE UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS
AND ARCHITECTURE
THE UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS
AND ARCHITECTURE

THE UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS
AND ARCHITECTURE
THE UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS
AND ARCHITECTURE

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



*FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48351-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 1.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1950 to date

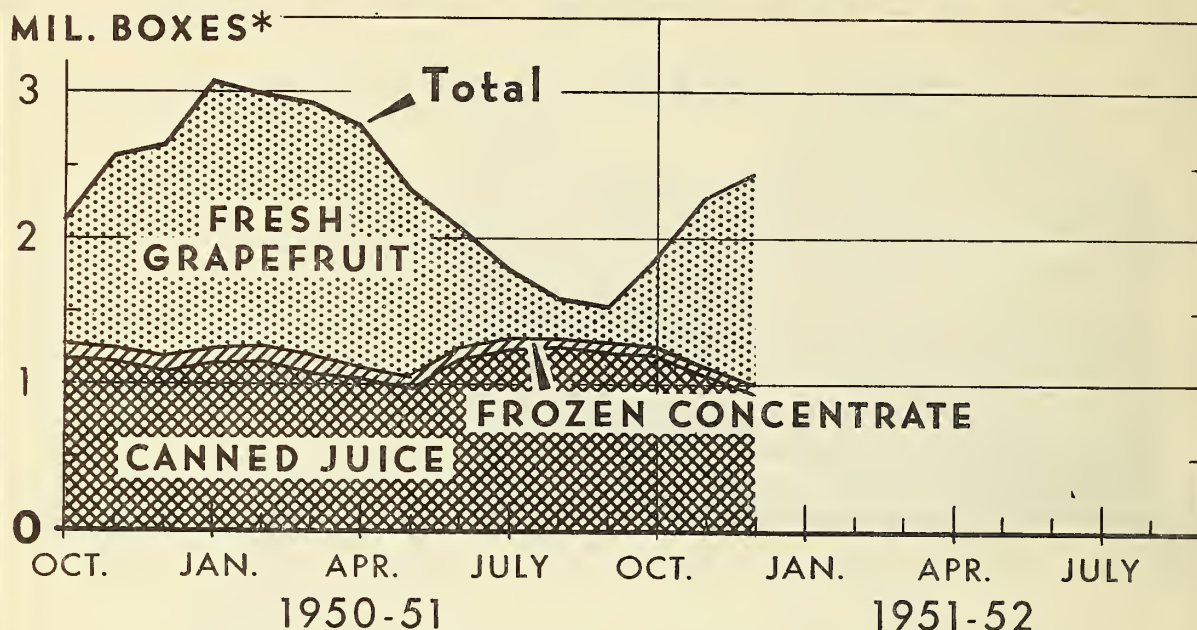
Period	Fresh oranges		Frozen concentrated orange juice 1/		Canned single- strength orange juice 2/		Total	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	1,824	1,686	2,043	1,605	1,312	1,068	5,179	4,359
November	2,693	2,266	2,036	1,508	1,008	1,061	5,737	4,835
December	3,127	3,415	2,051	1,412	1,033	1,056	6,211	5,883
October-December 3/		7,985		4,938		3,464		16,387
January		3,216		1,463		1,050		5,729
February		3,083		1,619		1,141		5,843
March		3,375		1,600		1,119		6,094
October-March 3/		18,498		10,044		7,058		35,600
April		3,401		1,546		1,043		5,990
May		2,796		1,440		944		5,180
June		2,296		1,444		1,013		4,753
October-June 3/		27,632		14,841		10,284		52,757
July		1,749		1,383		1,306		4,438
August		1,478		1,573		1,570		4,621
September		1,656		1,929		1,361		4,946
Season 3/		32,955		20,142		14,892		67,989

1/ These figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



*FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48350-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 2.-- Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1950 to date

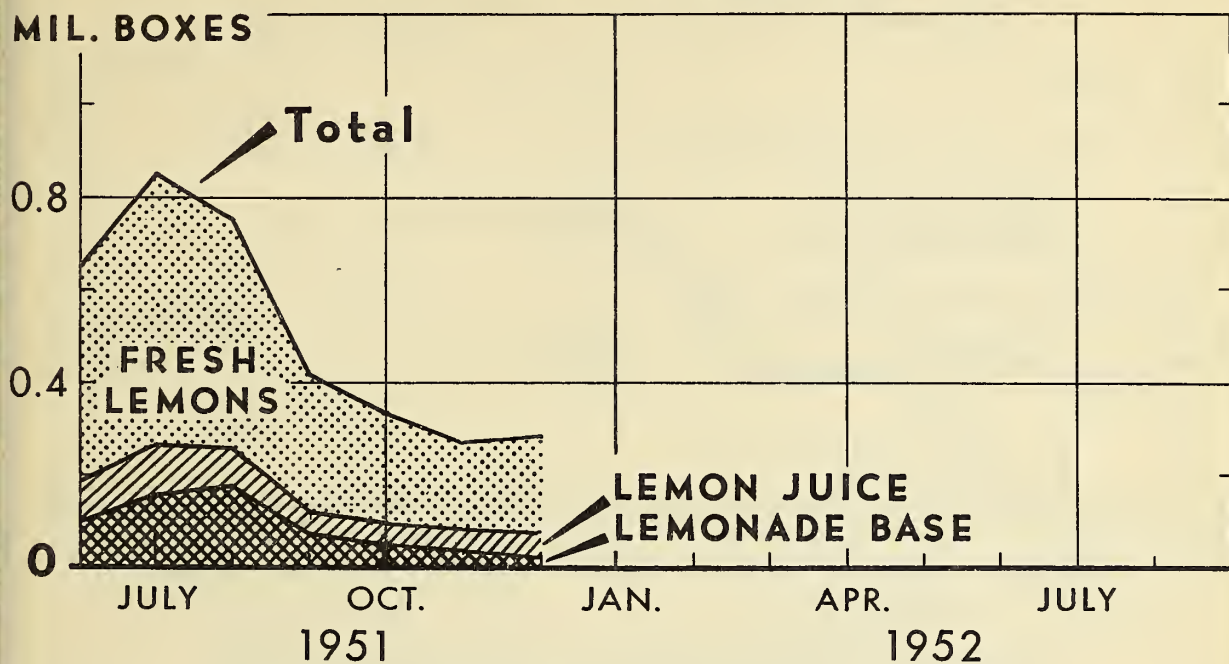
Period	Fresh grapefruit		Frozen concentrated grapefruit juice 1/		Canned single-strength grapefruit juice 2/		Total	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	606	830	66	105	1,201	1,181	1,873	2,116
November	1,182	1,319	57	98	1,055	1,151	2,294	2,568
December	1,453	1,425	57	102	934	1,096	2,444	2,623
October-December 3/		3,925		335		3,756		8,016
January		1,810		101		1,139		3,050
February		1,709		107		1,152		2,968
March		1,713		125		1,081		2,919
October-March 3/		9,687		698		7,431		17,816
April		1,660		87		1,017		2,764
May		1,263		82		969		2,314
June		804		94		1,155		2,053
October-June 3/		13,687		989		10,847		25,523
July		455		84		1,232		1,771
August		267		70		1,247		1,584
September		246		73		1,217		1,536
Season 3/		14,745		1,236		14,873		30,854

1/ These figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ These figures include one-half of the consumer purchases of canned grapefruit blend converted into equivalent boxes of fresh grapefruit.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48349-XX BUREAU OF AGRICULTURAL ECONOMICS

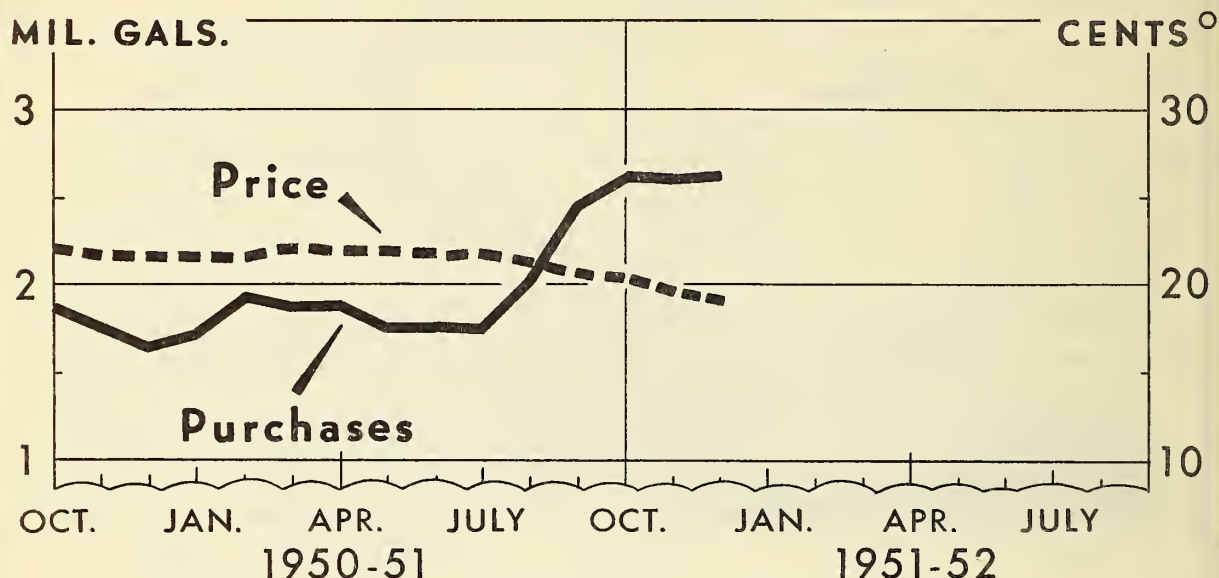
Fig. 3.--Consumer purchases of lemon products, equivalent boxes of fresh lemons,
June 1951 to date

Period	Lemon	Lemonade bases			Fresh	Total
	juice 1/	Frozen	Shelf pack	Total	lemons	
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>
951						
June	90	75	16	91	466	647
July	108	129	27	156	584	848
August	85	148	23	171	497	753
September	47	55	11	66	300	413
October	47	40	5	45	236	328
November	47	27	4	31	192	270
December	48	19	3	22	209	279
October-December						
952						
January						
February						
March						
October-March						
April						
May						
June						
October-June						

1/ Prior to October 1951 includes canned single strength lemon juice only. Beginning with October 1951 includes, in addition, small quantities of frozen concentrated and frozen single strength juice.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

° PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG.48342-XX BUREAU OF AGRICULTURAL ECONOMICS

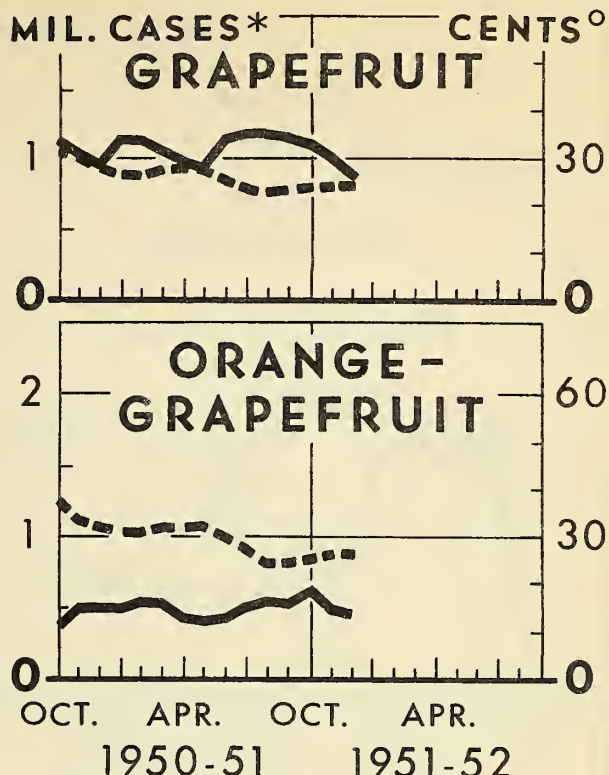
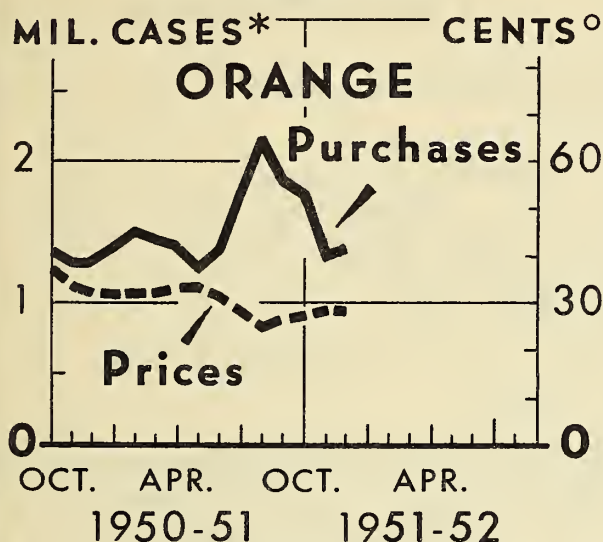
Fig. 4.--Frozen concentrated orange juice: Consumer purchases and average prices paid, October 1950 to date

Period	Purchases		Average prices per 6 oz. can	
	1951-52	1950-51	1951-52	1950-51
	1,000 gallons	1,000 gallons	Cents	Cents
October	2,608	1,865	20.4	22.1
November	2,600	1,762	19.7	21.7
December	2,619	1,638	19.1	21.6
October-December 1/		5,747		
January		1,716		21.6
February		1,917		21.5
March		1,872		22.1
October-March 1/		11,752		
April		1,892		21.9
May		1,768		21.9
June		1,775		21.6
October-June 1/		17,635		
July		1,756		21.8
August		2,022		21.3
September		2,470		20.7
Season 1/		24,414		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases
and Prices Paid



*EQUIVALENT CASES OF 24 #2's

°CENTS PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48343-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 5.--Canned citrus juices: Consumer purchases and average prices paid, October 1950 to date

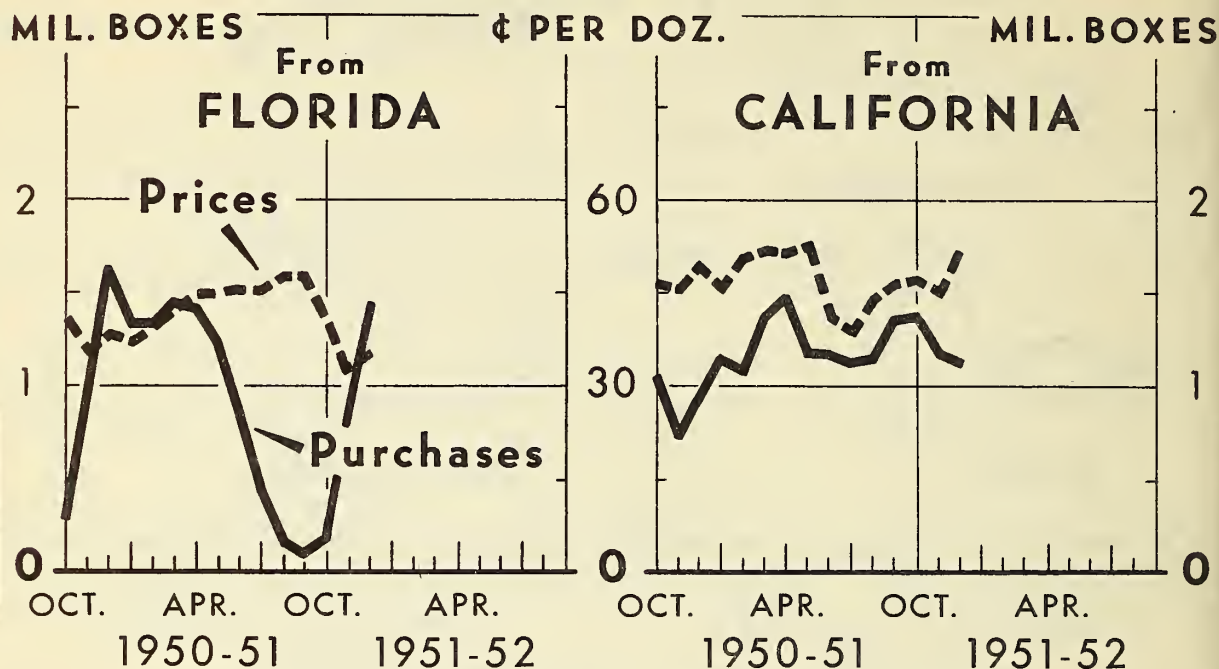
Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average prices		Purchases		Average prices		Purchases		Average prices	
	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can
1951-52 ¹	1950-51 ¹	1951-52 ¹	1950-51 ¹	1951-52 ¹	1950-51 ¹	1951-52 ¹	1950-51 ¹	1951-52 ¹	1950-51 ¹	1951-52 ¹	1950-51 ¹	1951-52 ¹
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	1,728	1,357	26.7	37.3	1,099	1,117	23.1	31.6	611	364	25.0	38.0
November	1,325	1,284	28.3	33.7	996	1,022	23.7	30.3	477	489	26.2	33.7
December	1,377	1,272	28.2	32.1	868	956	23.8	28.5	448	499	25.8	31.6
October-December 2/		4,248				3,390				1,485		
January		1,368		31.5		1,138		27.3		499		31.1
February		1,490		32.0		1,135		27.0		536		30.7
March		1,456		32.3		1,049		27.8		537		31.8
October-March 2/		8,931				7,012				3,193		
April		1,403		33.2		975		28.4		429		32.0
May		1,261		33.3		931		28.0		405		32.3
June		1,358		31.0		1,138		25.6		426		30.1
October-June 2/		13,251				10,325				4,557		
July		1,775		28.1		1,192		23.8		499		27.7
August		2,166		25.1		1,190		22.6		537		24.5
September		1,850		25.9		1,163		22.8		521		24.7
Season 2/		19,540				14,179				6,267		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH ORANGES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48344-XX BUREAU OF AGRICULTURAL ECONOMICS

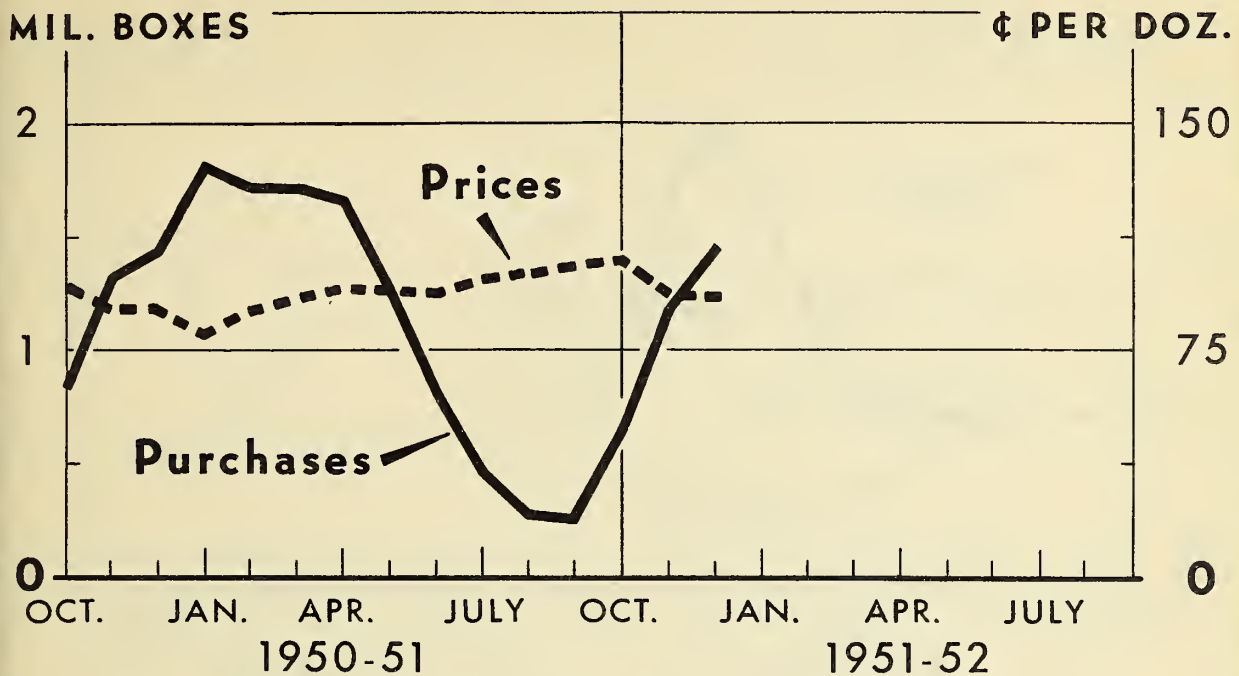
Fig. 6.—Florida and California-Arizona fresh oranges: Consumer purchases and average prices paid, October 1950 to date

Period	Florida				California-Arizona			
	Purchases		Average prices per dozen		Purchases		Average prices per dozen	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	166	278	40.7	40.5	1,371	1,045	47.0	46.5
November	981	999	32.8	35.6	1,186	738	45.2	45.4
December	1,468	1,640	34.8	38.3	1,116	938	50.8	49.4
October-December 1/		3,247				2,865		
January		1,333		36.8		1,152		45.9
February		1,327		39.4		1,074		50.7
March		1,451		42.1		1,370		52.1
October-March 1/		7,713				6,797		
April		1,412		44.6		1,472		51.8
May		1,243		45.1		1,171		52.3
June		830		45.7		1,160		41.0
October-June 1/		11,458				10,859		
July		408		44.8		1,123		38.6
August		149		48.3		1,143		44.2
September		83		47.9		1,362		46.6
Season 1/		12,134				14,818		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH GRAPEFRUIT

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48347-XX BUREAU OF AGRICULTURAL ECONOMICS

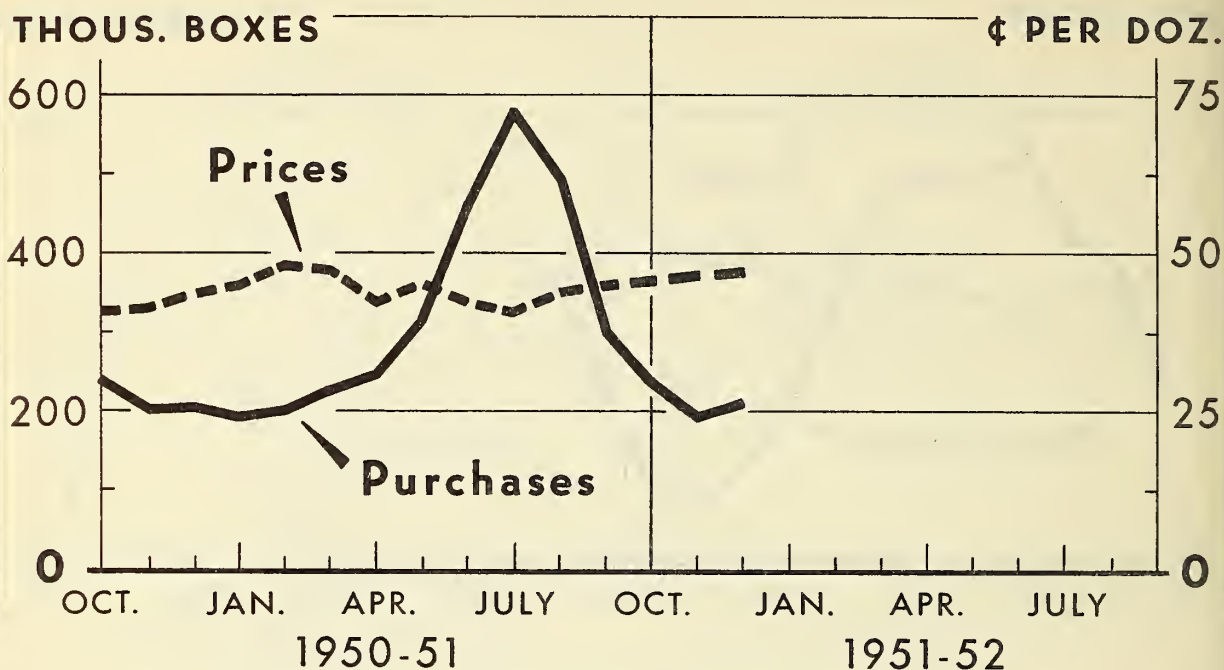
Fig. 7.—Fresh grapefruit: Consumer purchases and average prices paid, October 1950 to date

Period	Purchases		Average prices per dozen	
	1951-52	1950-51	1951-52	1950-51
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	606	830	106.0	96.9
November	1,182	1,319	93.5	88.5
December	1,453	1,425	92.4	88.5
October-December 1/		3,925		
January		1,810		80.6
February		1,709		87.3
March		1,713		91.8
October-March 1/		9,687		
April		1,660		94.0
May		1,263		94.3
June		804		93.7
October-June 1/		13,687		
July		455		97.8
August		267		100.1
September		246		103.0
Season 1/		14,745		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH LEMONS

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48364-XX BUREAU OF AGRICULTURAL ECONOMICS

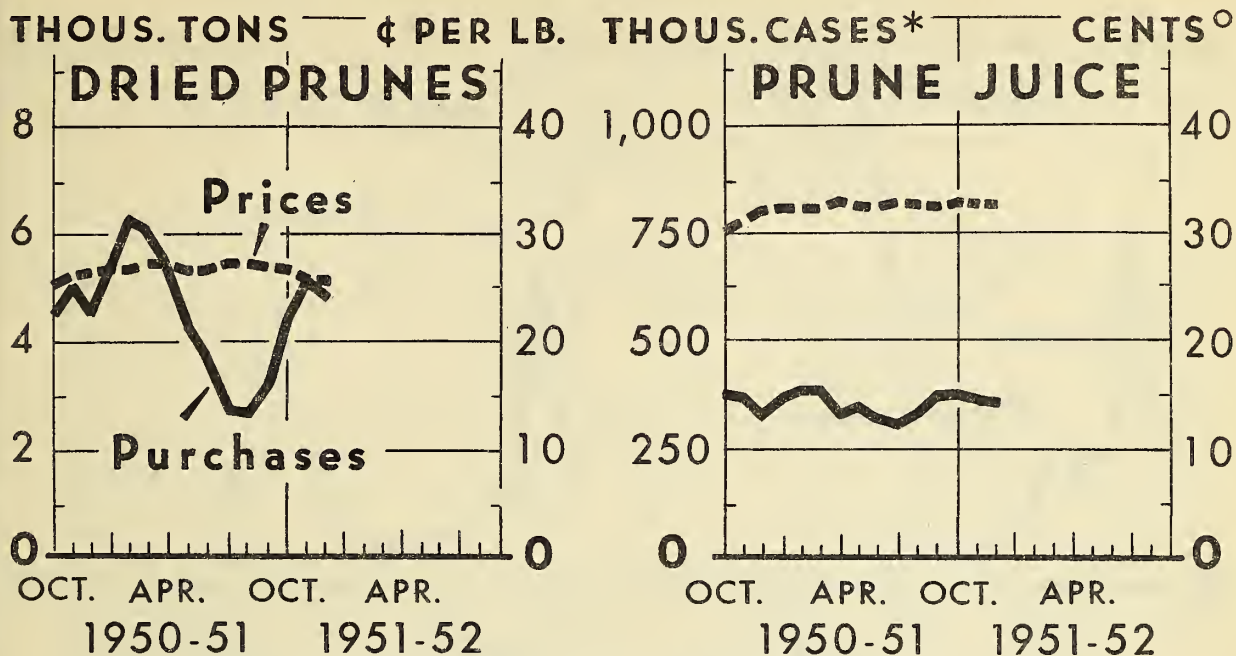
Fig. 8.--Fresh lemons: Consumer purchases and average prices paid, October 1950 to date

Period	Purchases		Average prices per dozen	
	1951-52	1950-51	1951-52	1950-51
	1,000 boxes	1,000 boxes	Cents	Cents
October	236	236	45.2	40.5
November	192	201	46.7	40.8
December	209	204	46.8	42.8
October -December 1/		691		
January		193		44.8
February		200		48.1
March		224		46.9
October-March 1/		1,365		
April		246		42.3
May		314		44.5
June		466		41.8
October-June 1/		2,508		
July		584		40.4
August		497		43.5
September		300		45.0
Season 1/		4,014		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

DRIED PRUNES & PRUNE JUICE

Consumer Purchases and Prices Paid



* EQUIVALENT CASES OF 24#2's ^o CENTS PER 32-OUNCE BOTTLE

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48348-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 9.--Dried prunes and prune juice: Consumer purchases and average prices paid, October 1950 to date

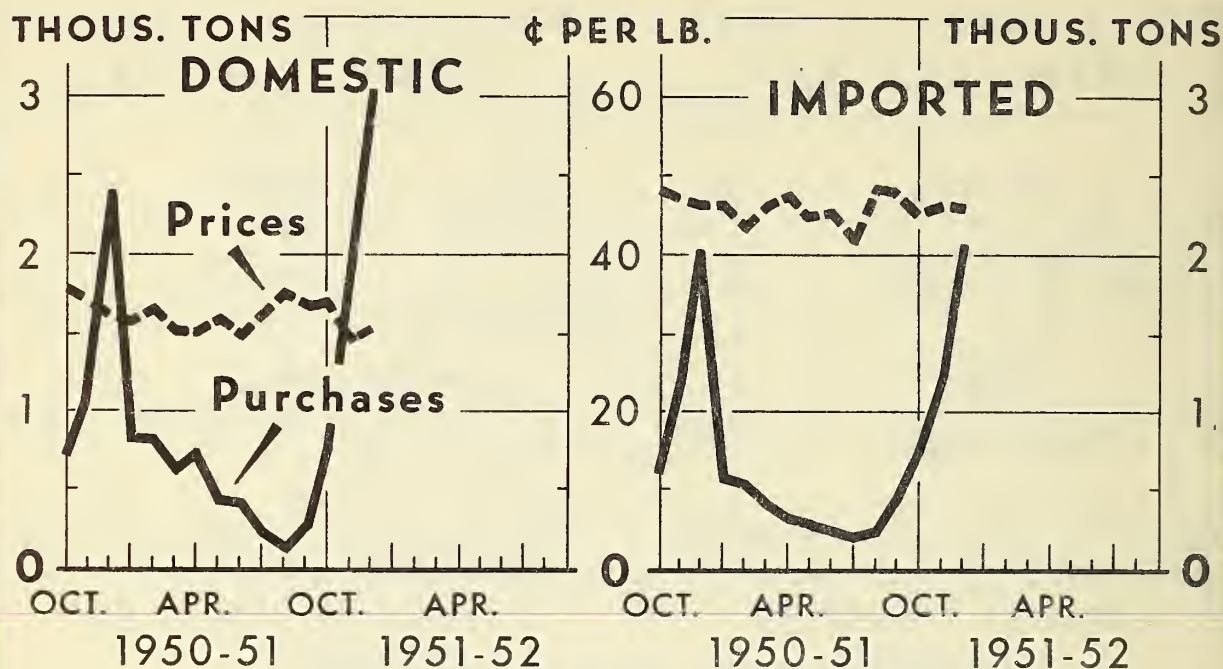
Period	Dried prunes				Prune juice			
	Purchases		Average prices per pound		Purchases		Average prices per 32 oz. bottle	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	Tons	Tons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	4,391	4,485	26.5	25.0	373	381	32.6	30.1
November	5,184	4,996	25.8	26.0	362	373	32.5	30.9
December	4,793	4,541	25.4	26.4	357	328	32.5	32.0
October-December 2/		15,625				1,189		
January		5,364		26.6		368		32.2
February		6,318		26.7		387		32.3
March		6,075		27.1		386		32.4
October-March 2/		35,037				2,439		
April		5,405		27.1		334		32.9
May		4,304		26.7		354		32.6
June		3,667		26.8		324		32.4
October-June 2/		49,393				3,528		
July		2,686		27.2		307		32.7
August		2,639		27.3		328		32.6
September		3,154		27.1		371		32.3
Season 2/		58,526				4,602		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

DATES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48345-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 10.--Dates: Consumer purchases and average prices paid, October 1950 to date

Period	Domestic				Imported			
	Purchases		Average prices per pound		Purchases		Average prices per pound	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	Tons	Tons	Cents	Cents	Tons	Tons	Cents	Cents
October	768	729	33.7	35.0	761	596	45.2	48.2
November	1,906	1,073	29.6	34.0	1,254	1,178	46.2	47.0
December	3,041	2,371	30.6	32.0	2,069	2,029	45.7	46.6
October-December 1/		4,643				4,153		
January		815		31.7		562		46.6
February		824		32.8		537		43.6
March		625		30.3		410		46.4
October-March 1/		7,077				5,805		
April		725		30.0		315		47.7
May		428		31.7		284		45.0
June		413		29.7		240		45.5
October-June 1/		8,714				6,695		
July		226		32.7		209		41.9
August		133		35.2		237		48.7
September		263		33.6		441		48.2
Season 1/		9,408				7,686		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Frozen concentrated juices and ade bases, U. S. total consumer purchases, percentage of families buying, and average prices, December 1951, November 1951, and December 1950 ^{1/}

Commodity	Consumer purchases 1,000 gallons	Percentage of families buying Percent	Average price per 6-oz. can Cents
<u>Frozen concentrated juices:</u>			
Orange juice			
December 1951	2,619	20.7	19.1
November 1951	2,600	21.1	19.7
December 1950	1,638	16.2	21.6
Grape juice			
December 1951	121	2.5	23.3
November 1951	110	2.5	22.2
December 1950	70	1.6	26.6
Total ^{2/}			
December 1951	2,888	21.9	
November 1951	2,876	26.6	
December 1950	1,937	17.6	
<u>Ade bases</u>			
Lemonade			
Frozen			
December 1951	72	1.2	14.3
November 1951	106	1.6	14.4

^{1/} Each month represents a 4-week period.

^{2/} Total includes purchase of frozen concentrated grapefruit and orange-grapefruit blended juices and a small amount of purchases of other concentrates.

Source: National Consumer Panel of Industrial Surveys Company

Table 2.--Canned juices: U. S. total consumer purchases, percentage of families buying, and average prices, December 1951, November 1951, and December 1950 ^{1/}

Commodity	Consumer purchases: cases of 24 No. 2's 1,000 cases	Percentage of families buying Percent	Average price per 46-oz. can 2/ Cents
Orange			
December 1951	1,377	13.5	28.2
November 1951	1,325	14.0	28.3
December 1950	1,272	13.0	32.1
Grapefruit			
December 1951	868	8.7	23.8
November 1951	996	9.4	23.7
December 1950	956	10.5	28.5
Orange-grapefruit blend			
December 1951	448	4.9	25.8
November 1951	477	5.5	26.2
December 1950	499	6.0	31.6
Lemon			
December 1951	45	2.1	10.1
November 1951	43	2.1	10.3
December 1950	35	2.2	12.2
Tomato			
December 1951	1,572	18.9	28.2
November 1951	1,460	18.0	27.7
December 1950	1,416	17.9	27.5
Pineapple			
December 1951	1,362	16.2	29.1
November 1951	1,675	18.4	28.6
December 1950	857	13.1	37.7
Prune			
December 1951	357	5.7	32.5
November 1951	362	5.8	32.5
December 1950	328	5.5	32.0
Total ^{3/}			
December 1951	7,037	50.2	
November 1951	7,487	51.9	
December 1950	6,249	47.9	

^{1/} Each month represents a 4-week period.

^{2/} Except lemon juice, 5½-ounce can; and prune juice, 32-ounce bottle.

^{3/} Total includes tangerine, apple, grape, vegetable combination, and all other canned single strength juices.

Source: National Consumer Panel of Industrial Surveys Company

Table 3 --Fresh citrus fruits, U. S. total consumer purchases, percentage of families buying, and average prices, December 1951, November 1951, and December 1950 ^{1/}

Commodity	Consumer purchases 1,000 boxes	Percentage of families buying Percent	Average price per dozen Cents
Oranges			
California-Arizona			
December 1951	1,116	24.6	50.8
November 1951	1,186	23.7	45.2
December 1950	938	21.4	49.4
Florida			
December 1951	1,468	26.6	34.8
November 1951	981	20.1	32.8
December 1950	1,640	26.7	38.3
Total ^{2/}			
December 1951	3,127	55.6	40.9
November 1951	2,693	46.7	39.0
December 1950	3,415	56.6	41.6
Grapefruit			
California-Arizona			
December 1951	162	3.4	88.9
November 1951	92	2.4	91.8
December 1950	148	3.4	76.0
Florida			
December 1951	813	15.3	91.1
November 1951	619	13.1	93.3
December 1950	630	13.4	93.3
Total ^{3/}			
December 1951	1,453	28.2	92.4
November 1951	1,182	25.8	93.5
December 1950	1,425	30.5	88.5
Lemons			
December 1951	209	19.4	46.8
November 1951	192	18.6	46.7
December 1950	204	20.7	42.8
Tangerines			
December 1951	1,132	23.4	33.0
November 1951	71	2.6	45.0
December 1950	923	21.5	37.0

^{1/} Each month represents a 4-week period.

^{2/} Includes purchases of Texas oranges and those which were not identified as to origin.

^{3/} Includes purchases of Texas grapefruit and those which were not identified as to origin.

Source: National Consumer Panel of Industrial Surveys Company

Table 4.--Dried fruit: U. S. total consumer purchases, percentage of families buying and average prices, December 1951, November 1951, and December 1950 ^{1/}

Commodity	Consumer purchases	Percentage of families buying	Average price per pound
	Tons	Percent	Cents
Apricots			
December 1951	561	3.0	62.5
November 1951	622	2.8	58.5
December 1950	542	2.8	57.8
Dates			
Domestic			
December 1951	3,041	7.5	30.6
November 1951	1,906	5.4	29.6
December 1950	2,371	7.5	32.0
Imported			
December 1951	2,069	10.9	45.7
November 1951	1,254	7.3	46.2
December 1950	2,029	11.3	46.6
Total ^{2/}			
December 1951	6,407	20.6	34.6
November 1951	3,819	14.1	34.3
December 1950	6,246	22.5	35.4
Peaches			
December 1951	263	1.3	40.9
November 1951	355	1.4	43.7
December 1950	256	1.2	40.1
Prunes			
December 1951	4,793	12.2	25.4
November 1951	5,184	12.9	25.8
December 1950	4,541	12.3	26.4

^{1/} Each month represents a 4-week period.

^{2/} Includes purchases of dates which were not identified by origin.

Source: National Consumer Panel of Industrial Surveys Company

Table 5. Canned juices: U. S. total consumer purchases and average prices, December 1951 (4-week period)

Commodity	Purchases			Average prices		
	Percentage of all:	Total all	Average per	Size of aver-	Per actual	Per equivalent
	families buying:	families	buying family:	age purchase:	unit	No. 2 can
	Percent	1,000 cases 1/	Number	Ounces	Size	Cents
Canned juices						
Orange	13.5	1,377	1.7	62.4	46 oz.	11.5
Grapefruit.	8.7	868	1.6	60.4	46 oz.	9.8
Orange-gpft. blend	4.9	448	1.5	62.7	46 oz.	10.2
Tangerine	1.5	111	1.4	52.7	46 oz.	9.8
Lemon	2.1	45	1.3	14.8	5 1/2-6oz.	32.8
Apple	3.1	268	1.6	52.4	32 oz.	11.9
Grape	4.2	173	1.3	29.2	32 oz.	25.7
Pineapple	16.2	1,362	1.6	52.0	46 oz.	11.9
Prune	5.7	357	1.7	36.2	32 oz.	18.5
Tomato	18.9	1,572	1.6	42.3	46 oz.	11.9
Vegetable combination	4.0	206	1.3	38.4	46 oz.	16.8
Other juices	2/	250	2/	32.6	46 oz.	17.4
Total	50.2	7,037	2.7	50.3		12.5

1/ Equivalent cases of No. 2 cans, 432 ounces per case.

2/ Information not available.

Source: National Consumer Panel of Industrial Surveys Company

Table 6.--Frozen concentrated juices and ade bases: U. S. total consumer purchases and average prices, December 1951 (4-week period)

Commodity	Purchases				Average prices	
	Percentage of all families buying	Total all families : 1,000 gallons	Average per family: buying	Size of average purchase : ounces	per actual unit	Cents
<u>Frozen concentrated juices</u>						
Orange	20.7	2,619	2.4	15.2	6 oz.	19.1
Grape	2.5	121	1.6	9.0	6 oz.	23.3
Grapefruit 1/	-	-	-	-	-	-
Orange-grapefruit blend 1/	-	-	-	-	-	-
Other concentrates	2/	47	2/	10.7	6 oz.	15.6
Total	21.9	2,838	2.6	14.5		
<u>Ade bases</u>						
Lemonade						
Frozen	1.2	72	1.5	11.3	6 oz.	14.3

1/ Too few purchases reported for analysis. Purchases are included in total.
 2/ Information not available.

Source: National Consumer Panel of Industrial Surveys Company

Table 7.--Fresh citrus fruit: U. S. total consumer purchases and average prices, December 1951 (4-week period)

Commodity	Purchases					Average price per dozen Cents
	Percentage of all: families buying	Total	Average per		Size of average purchase	
			all families	buying family		
Percent	Percent	1,000 boxes	Number	Units		
Oranges						
California-Arizona	24.6	1,116	1.7	11.0	50.8	
Florida	26.6	1,468	1.9	14.6	34.8	
Texas 1/	-	-	-	-	-	
Unidentified	13.4	507	1.5	13.3	40.1	
Total	55.6	3,127 2/	2.1	13.0	40.9	
Grapefruit						
California-Arizona	3.4	162	1.5	4.5	88.9	
Florida	15.3	813	1.9	4.7	91.1	
Texas 1/	-	-	-	-	-	
Unidentified	10.5	371	1.5	4.0	95.0	
Total	28.2	1,453 2/	2.0	4.4	92.4	
Tangerines	23.4	1,132	1.6	12.0	33.0	
Lemons	19.4	209	1.5	5.6	46.8	
Limes 1/	-	-	-	-	-	
Total	70.2	5,921 3/	3.4	9.9	45.2	

1/ Too few purchases reported for analysis.
 2/ Includes small amount of purchases of Texas fruit.
 3/ Total does not include small purchases of limes.

Source: National Consumer Panel of Industrial Surveys Company

Table 8.---Dried fruit: U. S. total consumer purchases and average prices, December 1951 (4-week period)

Commodity	Purchases				Average price per pound Cents
	Percentage of all:	Total	Average per	Size of	
	families buying:	all families	buying family	average purchase	
	Percent	Tons	Number	Ounces	
Apricots	3.0	561	1.1	12.3	62.5
Dates					
Domestic	7.5	3,041	1.3	22.2	30.6
Imported	10.9	2,069	1.2	11.8	45.7
Unidentified	3.5	1,297	1.2	23.6	25.6
Total	20.6	6,407	1.3	17.4	34.6
Mixed dried fruit	1.1	242	1.1	14.7	40.1
Peaches	1.3	263	1.1	13.8	40.9
Prunes	12.2	4,793	1.2	22.9	25.4

Source: National Consumer Panel of Industrial Surveys Company

